



Building Brand Awareness Through Digital Marketing At Gulung Jenebora Souvenir Center In Balikpapan

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Abstract: *This study analyzes how digital marketing contributes to brand awareness at Gulung Jenebora, a local souvenir business in Balikpapan. A descriptive quantitative design was applied using a purposive survey of 50 consumers, supported by observations of Instagram, Facebook, TikTok, and Google Maps during October-November 2025. Data were analyzed through frequencies, percentages, and comparison with platform-level digital metrics. The findings show that 82% of respondents had recognized the brand before purchase, 68% first encountered it through Instagram, and 74% considered visual content influential to purchase interest. Instagram was the strongest digital touchpoint, while TikTok showed reach potential despite a lower follower base. Overall, Gulung Jenebora is positioned primarily at the brand-recognition level rather than spontaneous recall or top-of-mind awareness. The study recommends consistent short-form video, stronger two-way interaction, customer review activation, and selective collaboration with local influencers to strengthen recall and digital visibility*

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Introduction

Digital transformation has changed the way consumers discover, evaluate, and remember brands. In an increasingly digitalized marketing environment, value creation no longer occurs only at the point of sale but across a series of digital touchpoints, including search engines, social media, customer reviews, and user-generated content. Kannan and Li (2017) explain that digital technologies broaden marketing touchpoints while enabling firms to build

more measurable relationships with consumers. For micro, small, and medium enterprises (MSMEs), these changes create opportunities to gain wider visibility with relatively efficient promotional resources. Evidence from Indonesia also shows that social media use has become an important element of technological adaptation and MSME sustainability (Patma et al., 2021).

Gulung Jenebora Souvenir Center is a local culinary business in Balikpapan established in 2012, with rolled snacks developed as its primary product identity. The business serves local consumers and tourists through several sales outlets in Balikpapan. The nature of the souvenir business requires a brand to be easy to find and remember because tourists often make purchase decisions within a short period. Under these conditions, a digital presence should do more than display product information; the brand must also create consistent, relevant, and recognizable content across platforms.

Brand awareness refers to consumers' ability to recognize and remember a brand when encountering a particular product category. In the context of social media marketing, engaging, interactive, informative, and trend-related activities can improve consumers' brand knowledge (Cheung et al., 2020). Bilgin (2018) also shows that social media marketing activities are associated with brand awareness, brand image, and brand loyalty. In the Indonesian context, Silfitri and Hermawan (2023) found that social media marketing contributes to the formation of brand awareness for local brands. Therefore, the quality of a digital presence is an important prerequisite for ensuring that local brands are not only visible but also embedded in consumers' memory.

The effectiveness of digital marketing is strongly influenced by content quality and the intensity of interaction. Dabbous and Barakat (2020) found that social network content quality and brand interactivity can enhance brand awareness and purchase intention. At the strategic level, Li et al. (2021) emphasize that social media marketing strategies should integrate interaction and social connectedness as marketing resources rather than merely treating social media as a channel for message distribution. Engagement behaviors such as liking, commenting, sharing, and creating content can also strengthen relationships between consumers and brands (Dolan et al., 2019; Cheung et al., 2021).

Although previous studies have extensively examined the effects of social media marketing on brand equity and consumer responses, evaluations of local culinary MSMEs still require a more contextual assessment of each digital channel. Studies of brands with a local customer base need to address two practical issues: which channel is currently most effective in creating brand exposure, and whether that exposure has developed into consumers' ability to recall the brand spontaneously. These questions are important because a large number of followers does not necessarily indicate strong brand recall; message consistency, experience quality, trust, and engagement also shape brand equity (Ebrahim, 2020; Hafez, 2021; Zollo et al., 2020).

Based on this gap, this study aims to analyze the digital marketing practices of Gulung Jenebora Souvenir Center on Instagram, Facebook, TikTok, and Google Maps; identify the level of consumer brand awareness; and formulate digital strategy priorities that can move the brand from recognition toward brand recall and top-of-mind awareness. The findings are

expected to provide practical contributions for local culinary MSMEs in setting priorities for digital channels, content, interaction, and the strengthening of online reviews in a more focused manner.

Research Methods

This study employed a descriptive quantitative design supported by digital observation. The approach was used to describe digital marketing practices and the level of brand awareness without testing causal relationships between variables. The study was conducted at Gulung Jenebora Souvenir Center in Balikpapan, with observations focused on Instagram, Facebook, TikTok, and Google Maps. Data were collected from October to November 2025, allowing survey data and traces of digital activity to be analyzed within the same observation period.

The study involved 50 respondents selected using purposive sampling. Respondents were required to have purchased Gulung Jenebora products or interacted with its digital content, followed or accessed the business's social media accounts, been over 17 years old, actively used digital media, and been willing to complete the questionnaire. The instrument used a 1-5 Likert scale. Digital marketing indicators included content quality, posting intensity and message consistency, interaction features, and the use of social media and marketplaces. Brand awareness indicators included brand recognition, brand recall, top of mind, and brand knowledge.

Primary data were obtained through questionnaires, while secondary data were derived from observations of digital channels and platform-level metrics, including follower counts, posting frequency, views, likes, comments, and customer reviews. The data were analyzed descriptively using frequencies, percentages, and comparisons of performance across platforms. Survey findings were then descriptively triangulated with digital observation results to determine the main channels creating brand exposure and assess whether consumer awareness remained predominantly at the recognition stage or had progressed toward recall and top-of-mind awareness.

Result and Discussion

The survey results show that 82% of respondents had recognized Gulung Jenebora before making a purchase, 68% first learned about the product through Instagram, and 74% considered visual content in the form of product photos or videos highly influential to purchase interest. These findings position Instagram as the primary digital touchpoint in the brand recognition process. The visual dominance of food-related content reinforces the role of social media as an initial stimulus connecting product appearance with the brand name. This pattern is consistent with Dabbous and Barakat (2020), who emphasize the role of content quality in building brand awareness, and Cheung et al. (2020), who show that entertainment, interaction, trendiness, and eWOM enhance brand knowledge.

Observation of the digital channels revealed clear differences in performance. Instagram had approximately 11.4 thousand followers and the highest publication frequency. Facebook had around 3,100 followers and continued to generate interaction with promotional content, although its posting frequency was lower. TikTok had a smaller follower base of approximately 429 followers, yet several production-process videos received thousands of views. Google



Maps recorded a rating of approximately 4.2 out of 5 based on about 14 reviews, with positive comments mainly concerning taste, price, service, location, and product variety. A summary of channel performance is presented in Table 1.

Table 1. Digital Channel Performance of Gulung Jenebora

Channel	Followers/Rating	Publication Intensity	Interaction	Main Findings
Facebook	~3,100 followers	Story 3-5/week; Feed 7-10/month	120-180 Story views; 300-500 likes; 10-20 comments	Available reach, but visual identity and response speed remain inconsistent.
Instagram	~11.4 thousand followers	Story almost daily; Feed 30-40/month	3-6 thousand Story views; 200-400 likes; 15-25 comments	Strongest awareness channel; short-form video can still be intensified.
TikTok	~429 followers	2-4 videos/month	1-3 thousand views; selected videos 4-6 thousand; 300-420 likes	Small follower base, but production-process videos show strong reach potential.
Google Maps	4.2/5; ~14 reviews	Review-based	Predominantly positive reviews	Important for local search visibility and pre-visit credibility.

When interpreted according to the stages of brand awareness, these findings indicate that Gulung Jenebora's digital exposure is relatively strong in terms of recognition but is not yet sufficient to ensure spontaneous recall. Consumers can relatively easily associate product appearance and visual content with the brand when provided with a stimulus, while indicators of brand recall still require strengthening. This pattern is consistent with Bilgin (2018), who shows that social media marketing activities are associated with brand awareness, and Seo and Park (2018), who found that social media activities can strengthen brand equity and customer responses. Fetais et al. (2023) also emphasize that social media marketing activities can increase loyalty through brand-equity mechanisms, meaning that recognition should be viewed as an initial stage that must be developed into a stronger brand relationship.

Differences in performance across platforms show that audience size alone is not sufficient for evaluating success. Instagram performs strongly because of its higher Story and Feed frequency, supported by visual content that fits the characteristics of food products. Facebook still generates responses to promotional content, but visual consistency and response speed need improvement. Dolan et al. (2019) explain that content characteristics influence forms of user engagement, while Cheung et al. (2021) show that the consumption, contribution, and creation of user content can expand consumer engagement with brands. Therefore, improving performance requires not only increasing publication frequency but also using

formats that encourage comments, testimonials, questions, and customer participation.

TikTok offers opportunities to expand reach because several production-process videos received more views than the account's follower count. This potential can be developed through short videos featuring the production process, behind-the-scenes activities, brand-origin stories, product ASMR, and customer content, while consistently displaying the Gulung Jenebora name and visual identity. Collaboration with local creators or food reviewers can be implemented selectively to accelerate penetration of new audiences. Through a meta-analysis, Barari et al. (2026) show that influencer effectiveness is shaped by mechanisms such as credibility and attractiveness; therefore, collaborator selection should consider audience fit and authenticity rather than follower count alone.

Google Maps functions primarily at the search and pre-visit evaluation stages. A rating of approximately 4.2 out of 5 indicates relatively positive perceptions, but the limited number of reviews means that the strength of social proof has not yet been maximized. The business can therefore encourage customers to provide reviews after purchase, update product and store photos, and respond professionally to every review. These improvements should be aligned with consistent brand names, addresses, operating hours, contact numbers, and visual identities across all channels. Kannan and Li (2017) identify the management of digital touchpoints as an important part of the consumer journey; therefore, consistency of information across channels can reduce friction when consumers search for and evaluate a brand.

Strategically, Gulung Jenebora should manage each channel according to its function: Instagram as the primary channel for brand recognition and community maintenance, TikTok as a channel for expanding reach through short-form video, Facebook as a channel for information and customer conversations, and Google Maps as a channel for local search visibility and credibility. Zeqiri et al. (2025) show that social media marketing can strengthen brand awareness, engagement, and purchase intention in emerging markets. The experiential value consumers receive through social media can also contribute to brand equity (Zollo et al., 2020), while trust is an important mechanism linking social media activities with brand equity and loyalty (Ebrahim, 2020; Hafez, 2021). Thus, the ultimate goal of digital strategy is not merely to increase exposure but to build consistent brand associations so that recognition develops into recall and top-of-mind awareness.

Conclusion and Recommendation

This study found that digital marketing at Gulung Jenebora Souvenir Center primarily supports brand recognition, with Instagram serving as the main channel for initial brand discovery. TikTok shows potential for reaching broader audiences through production-process videos, while Facebook supports promotional communication and Google Maps provides local search visibility and customer reviews. However, the findings indicate that brand recognition has not necessarily developed into spontaneous brand recall or top-of-mind awareness.

Based on these findings, Gulung Jenebora may prioritize consistent visual identity, short-form video content, more responsive customer interaction, user-generated content, and customer reviews on Google Maps. These recommendations should be implemented and evaluated to determine their contribution to brand awareness rather than assumed to produce improvements automatically.



This study is limited by its descriptive design, purposive sample of 50 respondents, and short observation period. Future research could involve larger samples, use unaided brand-recall measures, and apply inferential analysis to examine the relationships between digital marketing activities and brand awareness more rigorously.

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